

## Application for projects over \$500

Organization Name: MISSOURI RIVER COUNTRY

Project Name: Glasgow Chamber Summer Events Advertising  
FY 13/14 Cooperative Marketing

Application Completed by: Carla Hunsley, Executive Director

Date: February 20, 2014

Approval Requested

☒ Final

☐ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

*Missouri River Country is requesting approval to increase the Glasgow Chamber of Commerce Cooperative Marketing budget and include radio from the previously approved \$2500 for television advertising only. When they first applied we had a limited amount of funds in our Cooperative Marketing Budget. We have since increased our Cooperative Marketing Budget with uncommitted funds. They have reapplied for funding and we now have more funds available to help promote the 2014 Glasgow Area Chamber Summer Events. The Glasgow Area Chamber of Commerce & Agriculture seeks to build a progressive community, which is technologically advancing, focused on agriculture, tourism, commerce, and involved with the community's development.*

*They would like to increase their advertising efforts for the 27<sup>th</sup> Annual Montana Governor's Cup Walleye Tournament, the 9<sup>th</sup> Annual Bonnie City Blues & Brews Festival and the 20<sup>th</sup> Annual Longest Dam Race by expanding into the North Dakota and Canadian markets. These events bring people from all over. Attendees from these areas will more than likely spend the night or nights, and possibly a week in the Missouri River Country area. Most participants in the Governor's Cup spend an entire week in the area and turn it into a family vacation.*

*Advertising will be through KUMV TV in Williston, ND and KRTV in Great Falls, MT, out of the Missouri River Country area to attract non-residents. The advertising funds will be used to advertise in North Dakota and Canada. They will also do radio advertising outside the immediate area. One of the radio programs they advertised on last year with success was the Outdoor Radio Show. They will again include that in their radio efforts to attract residents and non-residents to these fun filled events.*

*These events are tracked by entries and sign in sheets. When fishermen come to Fort Peck for the week, often times, they bring their families along. A youth fishing derby is held Saturday morning and attendance from this event includes many out of the area fishermen entered in the Governor's Cup. The Blues and Brews have a sign in sheet and the Longest Dam race entries are tracked. All these events are carefully tracked.*

*Attendance has increased in these events in the past year. Last year the MT Walleye Governor's Cup entries were up by 15 teams. They did extensive advertising with the help of the Special Events Grant and the MRC Co-op Marketing Grant. This increase shows that advertising does make a difference.*

### **Objectives**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- 1) *Increase the amount of Bed Tax collections in FY14 by 10% over FY13. In FY13 Missouri River Country showed an increase of 24% over FY12.*
- 2) *Spend 100% of the budget allocated on co-op partnerships. In FY13 we surpassed this objective and transferred more funds into the Co-op Marketing budget so we could continue to help the communities in Missouri River Country.*

**Refer to the portions of your marketing plan, which support this project.**

*Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.*

*Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.*

**How does this project support the Strategic Plan?**

*Montana's Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan*

### **PROJECT BUDGET 2014 GLASGOW SUMMER EVENTS**

	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Television	\$5000	\$5000	\$10,000
Radio	\$5000	\$5000	\$10,000
<b>Total</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$20,000</b>